

Presented
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SUPPORTING BREASTFEEDING

A WIC PERSPECTIVE

Why breastfeed?

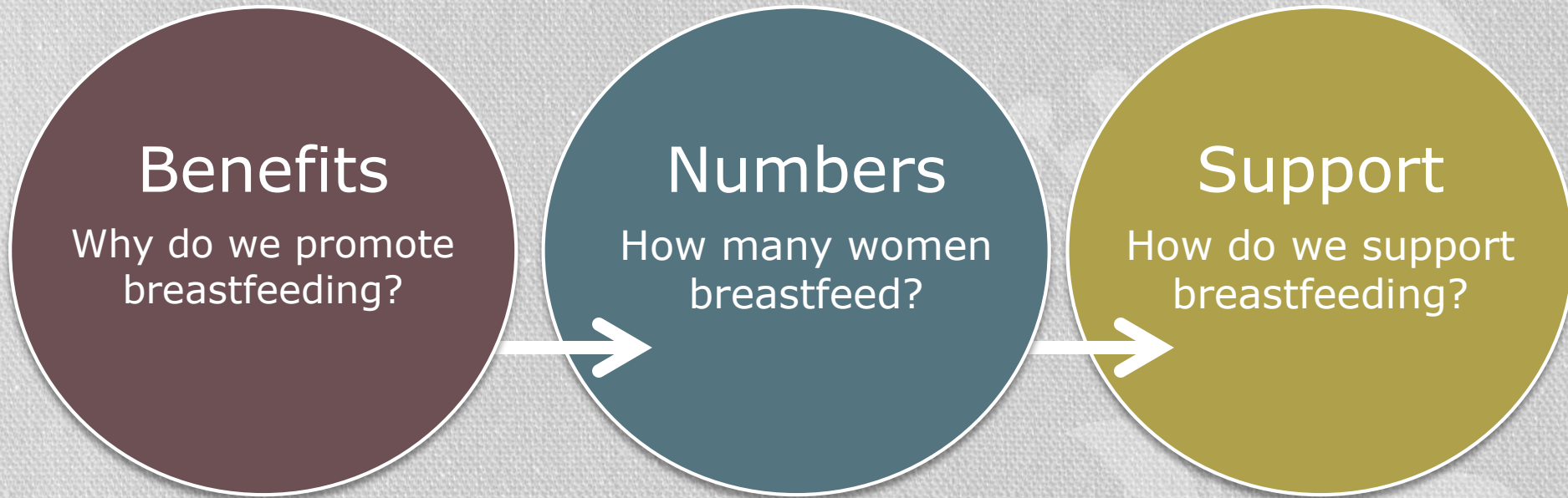
Breastfeeding.

...because during the
zombie apocalypse you
might not make it to the
store for formula.



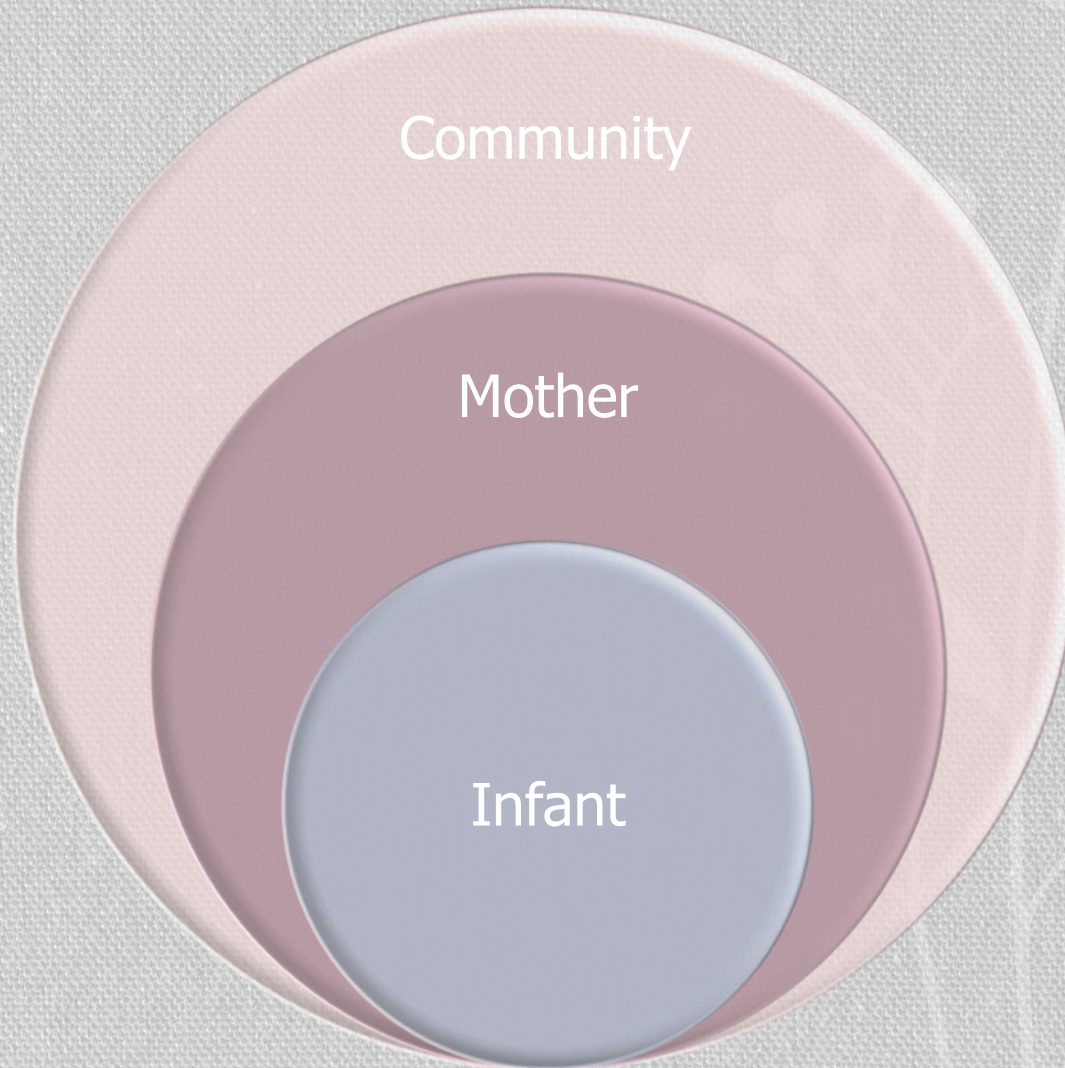
som^{ee}cards
user card

Objectives Outline:

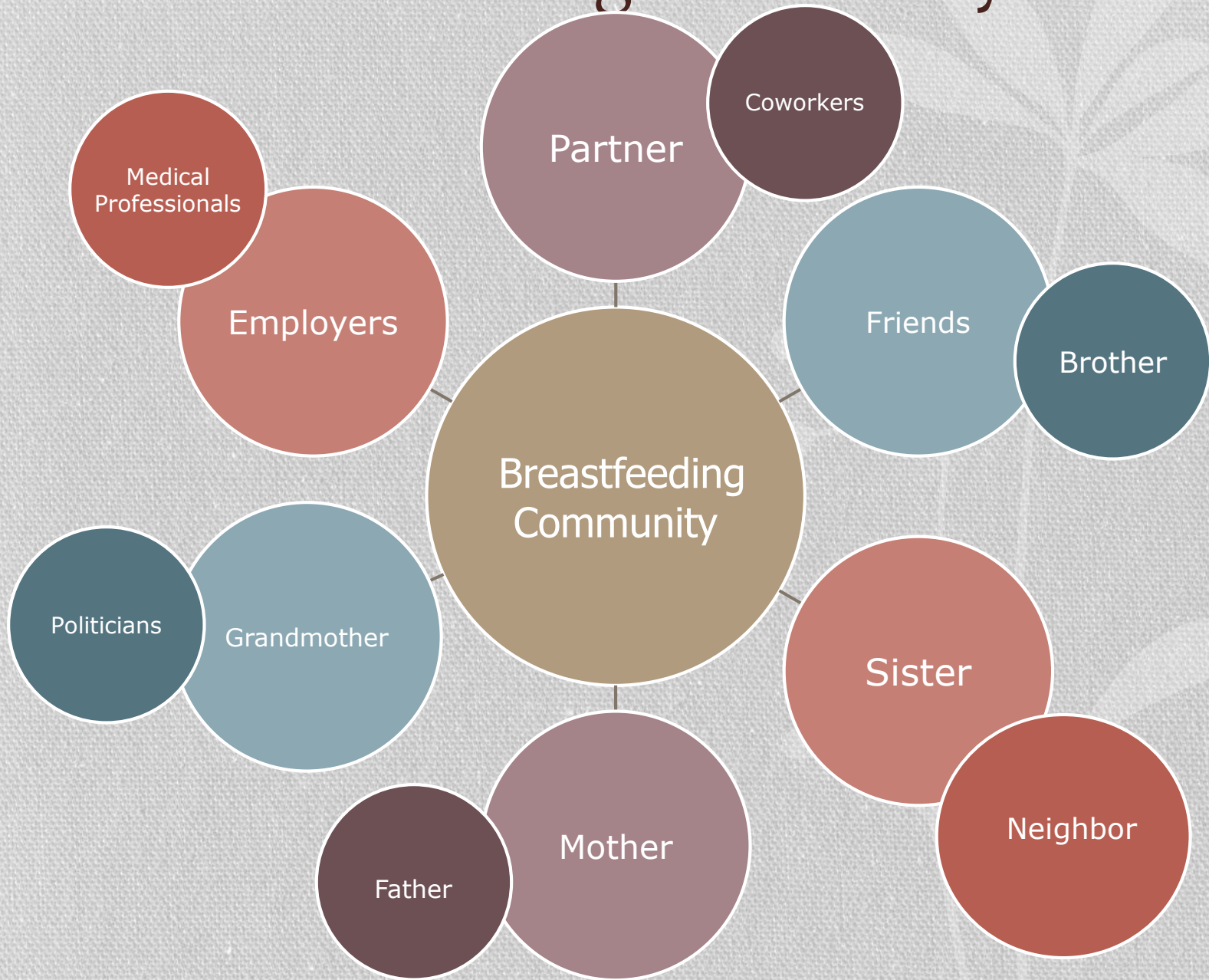


Please ask questions as we go!

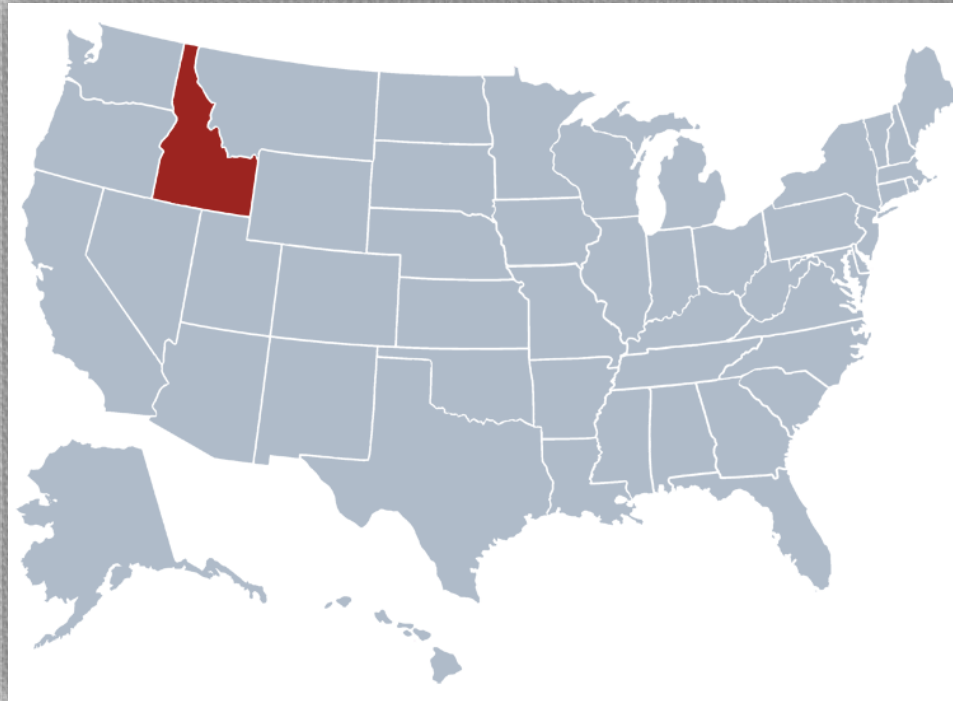
Benefits of Breastfeeding



Breastfeeding Community



Trending in Idaho...



Breastfeeding Laws in Idaho:

HOUSE BILL NO. 448

10 The provisions of this section shall not apply to the breastfeeding of a
11 child or the expression of breast milk for the purpose of feeding a child.

CDC Breastfeeding Report Card

2016

State	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
U.S. National*	81.1	51.8	30.7	44.4	22.3
Idaho	92.9	65.4	39.6	56.7	28.1

Community

Better
Population
Health

Less waste

Less sick
leave



Trending Nationally...



<http://www.bls.gov/news.release/famee.nr0.htm>

<http://www.dol.gov/whd/nursingmothers/>

<http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>

Mom

Prevents
cancer

Bonding

Less
metabolic
disease



Infant



Great
Digestion

Less
infection

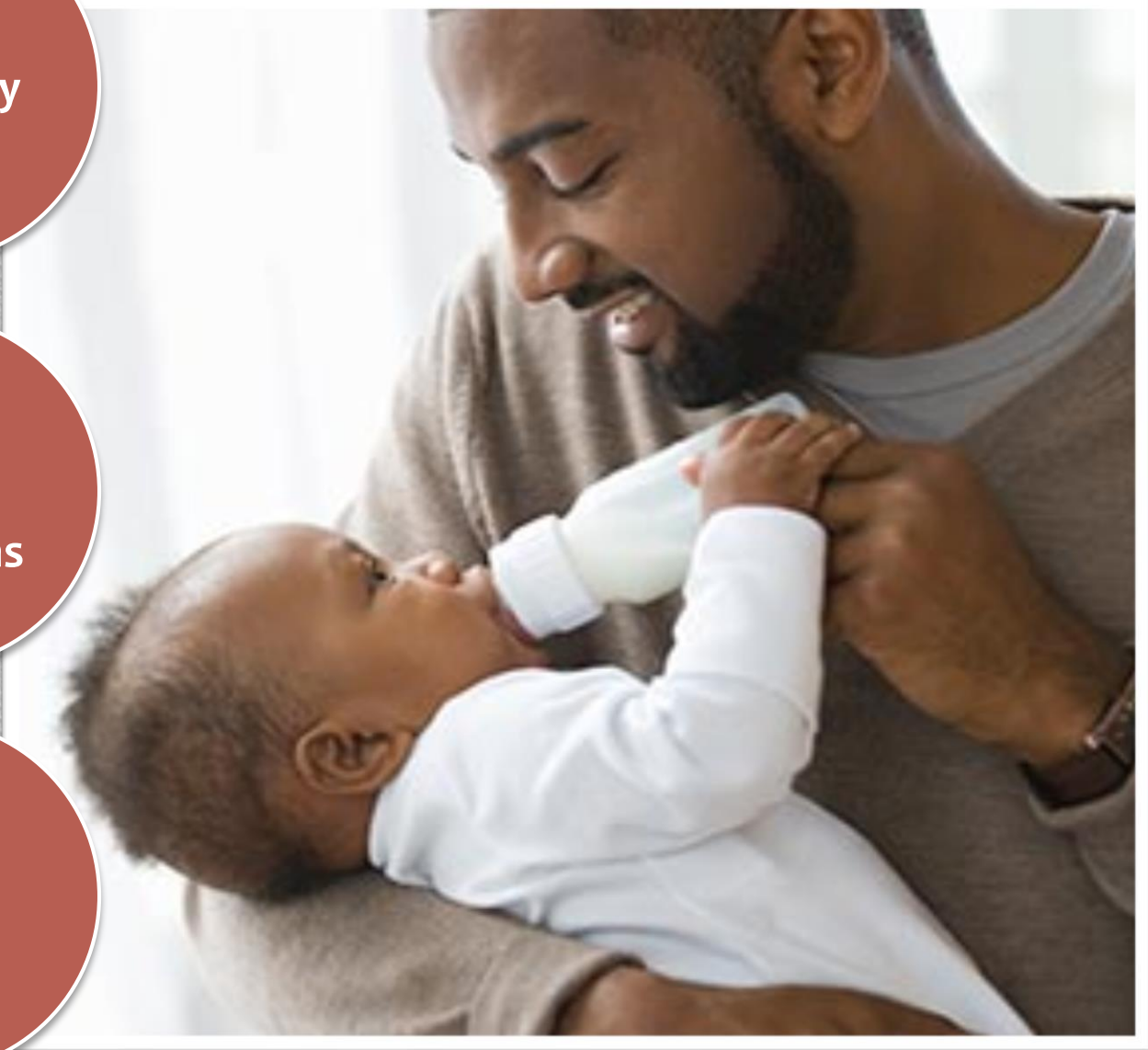
Better
satiety
cues

Formula

Can be
medically
needed

Used in
foster
situations

Mom's
choice



WIC provides a breastfeeding woman...

assistance

enhanced
food
packages

equipment

reassurance

information

support



How does WIC Promote Breastfeeding?

HOW THE WIC PROGRAM SUPPORTS BREASTFEEDING

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

Breastfeeding
Peer
Counselors



Lactation
Consultants



Classes &
Support
Groups



Educational
Materials



Hotlines for
Questions



Here we have Idaho...

State WIC Breastfeeding Projects

breastfeeding
training
for WIC staff

Affordable
Care Act
breastfeeding
components

CDC
enhanced grant
for workplace
breastfeeding
support programs

computerized
breastfeeding
tools
equipment &
peer support

Idaho WIC Data

women initiating
breastfeeding

88%

100% breastfed
infants at 3 months

52%

infants receiving
breast milk at 6
months

39%

Duration decline related to...

milk
supply

breast
pain

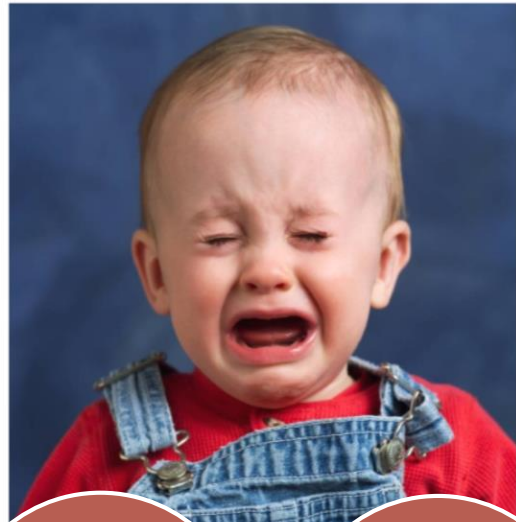
support



Idealism meets Realism



Understanding Baby Behavior



When am I hungry?

Why do I cry?



How do I communicate?



How do I sleep?

When am I full?





peer support *counselors*

familiar with
WIC

similar
demographic
as WIC clients

breastfed a
child for ≥ 6
months

enthusiastic
about
breastfeeding

available
outside of
clinic

work with
pregnant &
postpartum
women

Food packages



Food package
for a
breastfeeding
mom and
baby



Food package
for a non-
breastfeeding
mom

Food package
formula fed
babies

But Remember....

Meet moms
where they
are at

Provide
support

Don't judge



Questions?



References

- Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect Victora CG, Bahl R, Barros AJ, França GV, Horton S, Krasevec J, Murch S, Sankar MJ, Walker N, Rollins NC; Lancet Breastfeeding Series Group Lancet. 2016 Jan 30;387(10017):475-90. doi: 10.1016/S0140-6736(15)01024-7.
- Dieterich, Christine M., et al. "Breastfeeding and health outcomes for the mother-infant dyad." *Pediatric Clinics of North America* 60.1 (2013): 31.
- Hoddinott, P., Craig, L. C., Britten, J., & McInnes, R. M. (2012). A serial qualitative interview study of infant feeding experiences: idealism meets realism. *BMJ open*, 2(2), e000504.
- Heinig, M. J., Bañuelos, J., & Goldbronn, J. (2012). *The secrets of baby behavior*. Davis, CA: The Regents of the University of California.